

ROTARY CLUB BOOKS FOUR MUSICAL STARS FOR SERIES CONCERTS

John McCormack, Galli-Curci, Rudolph Ganz and Frances Alda with Accompanying Artists will Appear Raleigh During Winter Months in Concerts at City Auditorium

John McCormack, tenor, December 3.

Amelita Galli Curci, soprano, January 21.

Rudolph Ganz, pianist, February 20.

Frances Alda, soprano, March 8.

This is the array of artists, well known all of them the country over, which the Raleigh Rotary Club has signed up to bring to Raleigh during the winter and spring months. Raleigh that braved the worst weather the weather works ever invented for a concert night, to hear Meiba and Kubelik; that crowded to hear Farrar and Werrenrath; that listened spellbound to the music of Paderewski, that delighted in Frieda Hempel, Amato, Borci, Gadski, Calve, Nordica; that fell for the charm of Alice Nelson and May Peterson and laughed with Harry Lauder, may look forward to such a winter of musical treats as the city has never had before.

The bringing of these four artists to Raleigh together with the lesser lights who accompany them and vary their programs, is the biggest undertaking that the Rotary Club has ever attempted for the pleasure and profit of Raleigh.

John McCormack

Wherever "Mother Machree" is loved and sung, and that is surely in every little wayside town, lone farm house or bustling city, it is safe to venture that the name of McCormack is known

"Mother Machree", "O Little Mother of Mine," "A Little Bit of Haven", and all those other songs that somehow get hold of the heart, are too closely allied with McCormack for one to know the songs without the singer. There's probably no where a Victrola without a McCormack record, and if the vote were taken Raleigh would doubtless rather hear John McCormack than any other artist who could be brought to the city. It is probably because he is Irish, born in Athlone, Ireland, that John McCormack knows how to interpret in songs the hearts of American people in a way that no others can. While he has been with the Metropolitan Grand Opera Company and can sing the most exacting grand opera airs, it is for the simple haunting melodies, songs of his own native Ireland, which he learned to sing as a boy little dreaming of this future fame, that he is known and loved.

McCormack is now an American citizen and during the war he raised \$100,000 for Red Cross work in a tour across the continent.

Galli-Curci

Who can explain the charm of Amelita Galli Curci? Critics have sought to discover the secret of the unique and seemingly magical influence which has drawn the world of music lovers to the feet of Galli Curci in an attitude of love and admiration that is

akin to worship. They have groped in vain until they have found the one word, genius. She is a singer of no school, no cult, no professor. She never was taught how to sing. All the elements of success and sweetness were within her. There is something inspiring in this girl-like, modest figure, standing unaided on her own merits seeking no praise which is not her due and commanding the admiration of the world as few singers have done in this or any other time. She resorts to no tricks. Supreme as a coloratura, she is even greater as an interpreter of Lyric song.

Galli Curci was born twenty-eight years ago of Spanish Italian parentage in Milan, Italy. She comes of a family of aristocrats, has wit, wisdom and social accomplishments, but at heart is truly American, a plain, woman, gentle and approachable. After a series of triumphs in the principal opera houses of Italy, Spain, Russia and South America, she came to the United States where her triumph was assured from the first "try-out."

Ganz and Lazzari

Rudolph Ganz has forged ahead steadily in public favor until now he is recognized as in the front ranks of the world's great pianist, his reputation being built on merit alone. Musical critics have vied with each other to give proper characterization to the qualities which have won for him a unique place among the eminent pianists of the day. A native Switzerlander, Mr. Ganz has through all the events of the war maintained an unwavering devotion to the cause and ideals of America, his second home. His vigorous denunciation of Germany's attitude in the war brought on him the execration of the press of that country and he took early opportunity to resign from the Society of German Composers of which he was one of the founders, and to sever all

relations with the Musician's Club of Berlin.

Ganz will be assisted in the Raleigh concert by Carolina Lazzari, contralto, one of the bright stars of song newly arisen, a native of Greenville, Mass., of French-Italian parentage. In the Chicago opera season of 1918-1919 she will be specially featured in a revival of "Samson et Dalila" and as leading contralto in two important roles with Galli-Curci in operas which will be presented in America for the first time.

Frances Alda

Of the four stella artists Frances Alda is the only one who has ever appeared in concert in Raleigh. Her appearance here is the last music festival before America entered the war and war work took the place of musical entertainments, is still a pleasant memory for all who enjoyed the richness and beauty of her soprano as well as her winsome personality and felt the magnetic quality of her appeal as an entertainer. It is to the woman as well as the artist that the heart of the nation has gone out. The basic elements of Madame Alda's success are genius and work.

By reason of her great and generous service to the cause of liberty and humanity, the name of Frances Alda is a call to patriotic endeavor. During the season of 1917-1918 she appeared at thirty-seven benefits, the most notable one being the one at the Metropolitan Opera House which she organized and managed herself. Miss Erin Ballard, a young American girl, a pupil of Frank La Forge, will appear here with Madame Alda as accompanist and pianist.

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Farmville lead Eastern North Carolina in averages in September, and we expect to do the same thing in October. Monk & Hobgood led Farmville both in pounds and prices, and we expect to do it in October.

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